

ABSTRACT OF THE DISCLOSURE

The present invention aims to provide a method of producing printed matter containing various types of materials which are easy to understand and make a great impression on readers. In accordance with this method of the present invention, a direct-reading material and a related material including text, sound, and images are printed on a page in a newspaper. The additional material are printed in the form of codes for high-density display, and can be read by a pen-type scanner. The read additional material is restored by decoding software. A material which is not allocated in the newspaper is stored in an information center, and the storage address is placed in the form of a code on the newspaper. The points of the contents of the non-allocated material are also placed in the newspaper. If a reader wish to know the details of the non-allocated material, he or she should scan the storage address with the pen-type scanner.